



Civil Air Patrol

Start Here

National Open House October 2007

This "Start Here" guide is designed to walk you through the enclosed materials and to answer some of your questions.

Please read through this entire guide.

Fall is historically our best time to recruit cadets. Therefore, CAP has proclaimed October as Civil Air Patrol's "National Open House Month."

We ask that every CAP cadet and composite squadron hold an open house in October and to report to National Headquarters your results.

To help make your efforts a success, CAP is sending every cadet and composite squadron a National Open House Kit. This NOH Kit contains:

- 1 Official memo
- 1 "Start Here" guide
- 1 "Cadet Great Start" booklet
- 5 "Investing in America's Youth" leave-behind pieces
- 3 "Excitement" posters
- 1 Sample "Parent's Guide"
- 1 Sample DDR Red Ribbon
- 1 Response Form

If you are missing any of these items from your NOH Kit, or if you need additional copies, feel free to download anything at www.cap.gov/noh.

Our goal is to recruit 1,500 cadets during this National Open House campaign.

Our *challenge goal* is to increase our cadet population by 10% during this campaign. As of 6 August 2007, this equates to 2,090 new cadets.

10 Easy Steps to Success

- ❶ Read the official memorandum and participate in this campaign.
- ❷ Read the “Cadet Great Start” booklet. “Cadet Great Start” is your new cadet orientation and training program. It is a comprehensive, systematic introduction to cadet life, five weeks in duration. “Cadet Great Start” culminates with the new cadets earning Cadet Airman and receiving an orientation flight. **Read the checklist for organizing an open house (pgs. 88 – 90).**
- ❸ Before your open house, decide on what schools you will visit in your community. We recommend targeting schools that have 6th – 8th graders. Create a cover letter to the school principal (see pg. 95 in the “Cadet Great Start” booklet). Use his or her name in the letter.
- ❹ The “Investing in America’s Youth” pamphlet is designed as a visual aid and leave-behind piece after you have talked about the cadet program to school principals, elected officials, business executives and the like. It describes the long-term benefits the Cadet Program offers young people and America. This pamphlet is not intended as a recruiting brochure; our inventory is limited and we’re unable to provide you with additional printed copies – so plan carefully to whom you give this pamphlet.
- ❺ Put up the “Excitement” posters in the community and in the schools (if allowed). Talk with the local media. You can download additional posters, along with PSAs, at www.capchannel.com > PAO Toolkit.
- ❻ At your open house, show a welcome message or any short video clip, if possible. Links to these clips are available at www.cap.gov/noh.

- ⑦ You will want to have a parents' time during your open house. Please read the "Parents' Introduction" activity in the "Cadet Great Start" booklet (pgs. 33 – 34). We ask that you show the sample "Parents' Guide" from your NOH Kit. CAP mails out a copy to every parent when a cadet joins. A Spanish language version is available for download at www.cap.gov/parents.
- ⑧ Parents and youth are keenly interested in being involved in organizations that are community focused. You will "win points" by showing the parents the sample DDR red ribbon from your kit and mentioning CAP's "Red Ribbon Week" campaign in October promoting a safe and drug-free environment. For details about Red Ribbon Week, visit www.nfp.org or www.cap.gov/ddr.
- ⑨ You should also plan now for a community service project in December and announce your project to the parents at your open house. Parents will see that your squadron is proactive in the community, which will help with your retention. Visit www.cap.gov/noh for some easy-to-do community service project ideas. You can create your own, too. Try to have one a couple of months after your open house while the cadets are on winter break from school.
- ⑩ Complete the Response Form. Those that submit the information from this form will receive free Curry Achievement ribbons in return. Details are on the form. Please reply by November 1st.

FAQs

Why October?

There are a number of factors why October was chosen as "National Open House Month," to include:

- Already the high recruiting month historically for CAP, so we would be playing to the successes and building from there
- Start of a new CAP fiscal year, maximizing the opportunity for new cadets to receive a free cadet uniform and an orientation flight
- Allows sufficient time that our squadron leaders need to run a successful open house
- Fits nicely after the start of the school year where cadets may have more social access to potential cadets
- Corresponds to CAP's "Red Ribbon Week" from DDR
- October is the "Month of the Young Adolescent" proclaimed by the National Middle School Association.

Can we have our open house before October?

Certainly! Be sure to let us know what date you hold your event on the Response Form.

Can senior squadrons participate?

Certainly! Follow the same guidelines found in the NOH kit but use the "Great Start Booklet" for our senior members, found at www.cap.gov/start.

Can I get more hard copies of these NOH materials?

If additional funds to print become available, we will be able to print more materials. In the meantime, you can download any of the materials at www.cap.gov/noh.

